

**AMENDMENTS TO THE CLAIMS**

Please amend the claims as follows:

1. (Currently amended) A liquid crystal display device wherein the image signal to be displayed is written into a liquid crystal display panel while a backlight is activated intermittently within one frame period, comprising:

a section for detecting ~~the~~ a type of the image-content of an image to be displayed on the liquid crystal display panel, based on information other than the image signal to be displayed;

and

a section for variably controlling the illumination duration of the backlight based on the detected type of the ~~image-content~~ of the image.

2. (Currently amended) The liquid crystal display device according to Claim 1, wherein the backlight emits a flash of light over the full screen every one frame period in synchronization with ~~the~~ a vertical synchronizing signal supplied to the liquid crystal display panel.

3. (Currently amended) The liquid crystal display device according to Claim 1, wherein the backlight is operated so that multiple luminous sections are activated, one to the next, scan-wise in synchronization with ~~the~~ vertical and horizontal synchronizing signals supplied to the liquid crystal display panel.

4. (Previously presented) The liquid crystal display device according to Claim 1, wherein the luminous intensity of the backlight is varied in accordance with the illumination duration of the backlight.

5. (Previously presented) The liquid crystal display device according to Claim 1, wherein the gray scale levels of the input image signal are varied in accordance with the illumination duration of the backlight.

6. (Currently amended) The liquid crystal display device according to Claim 1, wherein ~~the~~ gray scale voltages applied to the liquid crystal display panel in response to the input image signal are varied in accordance with the illumination duration of the backlight.

7. (Currently amended) The liquid crystal display device according to Claim 1, wherein the frame frequency of the input image signal is varied based on the type of the ~~image-content~~ of the image.

8. (Currently amended) The liquid crystal display device according to Claim 1, wherein the type of the ~~image-content~~ of the image to be displayed is detected based on ~~the contents~~ electronic program guide information included in ~~the~~ broadcast data.

9. (Currently amended) The liquid crystal display device according to Claim 1, wherein the type of the ~~image content~~ of the image to be displayed is detected based on ~~the~~ contents information obtained from external media.

10. (Currently amended) The liquid crystal display device according to Claim 1, wherein the type of the ~~image content~~ of the image to be displayed is detected based on ~~the~~ video source select command information input by the user.

11. (Currently amended) A liquid crystal display device wherein ~~the~~ an image signal to be displayed and ~~the~~ a black display signal are written into a liquid crystal display panel within one frame period, comprising:

a section for detecting ~~the~~ a type of content of the image content to be displayed on a liquid crystal display panel, based on information other than an image signal to be displayed; and

a section for variably controlling the duration in which ~~the~~ a black display signal is supplied to the liquid crystal display panel based on the detected type of the ~~image content~~ of the image.

12. (Original) The liquid crystal display device according to Claim 11, wherein the luminous intensity of the backlight that illuminates the liquid crystal display panel is varied in accordance with the application duration of the black display signal.

13. (Previously presented) The liquid crystal display device according to Claim 11, wherein the gray scale levels of the input image signal are varied in accordance with the application duration of the black display signal.

14. (Previously presented) The liquid crystal display device according to Claim 11, wherein the gray scale voltages applied to the liquid crystal display panel in response to the input image signal are varied in accordance with the application duration of the black display signal.

15. (Currently amended) The liquid crystal display device according to Claim 11, wherein the type of the ~~image content~~ of the image to be displayed is detected based on the contents ~~of the~~ electronic program guide information included in the broadcast data.

16. (Currently amended) The liquid crystal display device according to Claim 11, wherein the type of the ~~image content~~ of the image to be displayed is detected based on the contents information obtained from external media.

17. (Currently amended) The liquid crystal display device according to Claim 11, wherein the type of the ~~image content~~ of the image to be displayed is detected based on the video source select command information input by the user.

18. (Currently amended) A liquid crystal display device wherein display duration of ~~the~~ an image signal and non-display duration are provided in one frame period, comprising:

a section for detecting ~~the~~ a type of the image-content of an image to be displayed on a liquid crystal display panel, based on information other than an image signal to be displayed; and

a section for variably controlling ~~the~~ a ratio of the display duration of the image signal in the one frame period, based on the detected type of the image-content of the image.

19. (Previously presented) The liquid crystal display device according to Claim 18, wherein the gray scale levels of the input image signal are varied in accordance with the ratio of the display duration of the image signal in the one frame period.

20. (Currently amended) The liquid crystal display device according to Claim 18, wherein ~~the~~ gray scale voltages applied to the liquid crystal display panel in response to the input image signal are varied in accordance with the ratio of the display duration of the image signal in the one frame period.

21. (Currently amended) The liquid crystal display device according to Claim 18, wherein the type of ~~the image-content of the image to be displayed~~ is detected based on ~~the contents~~ electronic program guid information included in ~~the~~ broadcast data.

22. (Currently amended) The liquid crystal display device according to Claim 18, wherein the type of the ~~image-content of the image to be displayed~~ is detected based on the contents information obtained from external media.

23. (Currently amended) The liquid crystal display device according to Claim 18, wherein the type of the ~~image~~ content of the image to be displayed is detected based on the video source select command information input by the user.

24. – 32. (Cancelled)

33. (Currently amended) A liquid crystal display device wherein ~~the~~ an image signal to be displayed and ~~the~~ a black display signal are written into a liquid crystal display panel within one frame period, comprising:

a section for detecting a user's instructional input; and

a section for variably controlling the duration in which the black display signal is supplied to the liquid crystal display panel based on the user's instructional input.

34. (Currently amended) The liquid crystal display device according to Claim 33, wherein the luminous intensity of ~~the~~ a backlight that illuminates the liquid crystal display panel is varied in accordance with the application duration of the black display signal.

35. (Previously presented) The liquid crystal display device according to Claim 33, wherein the gray scale levels of the input image signal are varied in accordance with the application duration of the black display signal.

36. (Currently amended) The liquid crystal display device according to Claim 33, wherein ~~the~~ gray scale voltages applied to the liquid crystal display panel in response to the input image signal are varied in accordance with the application duration of the black display signal.

37. (Currently amended) The liquid crystal display device according to Claim 33, wherein the application duration of the black display signal is varied based on ~~the~~ video source select command information input by the user.

38. (Currently amended) The liquid crystal display device according to Claim 33, wherein the application duration of the black display signal is varied based on ~~the~~ video adjustment command information input by the user.

39. (Currently amended) A liquid crystal display device wherein display duration of ~~the~~ an image signal and non-display duration are provided in one frame period, comprising:

a section for detecting a user's instructional input; and

a section for variably controlling the ratio of the display duration of the image signal in the one frame period, based on the detected user's instruction.

40. (Previously presented) The liquid crystal display device according to Claim 39, wherein the gray scale levels of the input image signal are varied in accordance with the ratio of the display duration of the image signal in the one frame period.

41. (Currently amended) The liquid crystal display device according to Claim 39, wherein ~~the~~ gray scale voltages applied to the liquid crystal display panel in response to the input image signal are varied in accordance with the ratio of the display duration of the image signal in the one frame period.

42. (Currently amended) The liquid crystal display device according to Claim 39, wherein the ratio of the display duration of the image signal in the one frame period is varied based on ~~the~~ video source select command information input by the user.

43. (Currently amended) The liquid crystal display device according to Claim 39, wherein the ratio of the display duration of the image signal in the one frame period is varied based on ~~the~~ video adjustment command information input by the user.